

ORDER



Orders

Order / Rev: 699812

Alt Order #: 06235182

Product Desc: SHERROD BROWN/SENATE

Estimate:

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 07/16/12 / 08/23/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Shorr, Johnson, Magnus/POL

Buying Contact:

Billing Contact:

1831 Chestnut St. #602

Philadelphia, PA 19103

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Friends of Sherrod Brown

Demographic: A35+

Product Codes: PL-US Senate

Priority: P-3

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	57	\$83,750.00	\$71,187.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$83,750.00	\$71,187.50	0.00
Totals	57	\$83,750.00	\$71,187.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	18%	\$83,750.00
Market	100%	\$465,277.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,652.78
WEWS	33%	\$153,541.67
WJW	24%	\$111,666.67
WOIO	23%	\$107,013.89
WUAB	1%	\$4,652.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/16/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$650.00		0.00						
E 2	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$650.00		0.00						
E 3	WKYC	10/16/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$1,400.00	P-3	0.00	NM	8	\$11,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Flight Dates: 10/16/12 - 10/22/12

Advertiser: Friends of Sherrod Brown
Product Desc: SHERROD BROWN/SENATE
Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WKYC	10/22/12	10/22/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M- - - - -	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M- - - - -		1				\$2,400.00		0.00			
E 14	WKYC	10/16/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF- -	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF- -		4				\$1,200.00		0.00			
E 15	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M- - - - -		1				\$1,200.00		0.00			
E 16	WKYC	10/20/12	10/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S-		1				\$1,400.00		0.00			
E 17	WKYC	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- - - - - S		1				\$1,400.00		0.00			
													Totals	57	\$83,750.00